



Dr. Preet ●●● BANERJEE

Behavioural Finance and Wealth Management Expert



TheSpotlightAgency.com



DR. PREET BANERJEE

Behavioural Finance and Wealth Management Expert

Originally trained as a neuroscientist before taking a detour into motorsports as an aspiring race driver, Dr. Preet Banerjee now excels within the world of finance. He is one of Canada's most recognized voices on the subject, having spent 10 years as a financial panelist on CBC's *The National*. Preet inspires others to become financially empowered through his world-class expertise and unique ability to take the complexity out of money matters.

A multi-platform creator, Preet has over 125,000 subscribers on his YouTube channel as well as an active Instagram presence dedicated to making personal finance more accessible. Preet is also the author of three books, a weekly contributor to *Newstalk 1010*, and has been a regular columnist with *The Globe and Mail* for over fifteen years. He has also served as a panelist on CBC News with Peter Mansbridge for *The Bottom Line*, discussing important personal finance and economic issues.

In 2009, Preet won the inaugural *Ultimate W Network Expert Challenge*, a reality show competition that led to him becoming the host of *Million Dollar Neighbourhood* on The Oprah Winfrey Network. Since then, he's been named one of Canada's Top 10 Financial Visionaries by Advisor.ca and is a past first-place prize winner in the Portfolio Management Association of Canada's Excellence in Investment Journalism Awards.

In 2023, Preet earned a doctorate of business administration from the Henley Business School in the United Kingdom where his research focused on the value of financial advice. He also holds a Bachelor of Science in neuroscience and a Master of Science in business and management research. He is also the co-creator of the Advisor Video Bootcamp, helping financial professionals improve their video marketing skills. Preet is currently the chair of the Foundation for the Advancement of Investor Rights (FAIR) Canada and was previously a governor of the University of Toronto.

@PreetBanerjee

17.6K+ Followers on *Instagram*

Audience Demographics



34.5%

10.8% ages 25-34

28.4% ages 35-44



65.5%

26.9% ages 45-54

21.1% ages 55-64

Over **88%** of Preet's fans and followers are **Canadian!**

Top Cities: Toronto, Calgary, Ottawa

Preet's audience follows him for his areas of expertise: advanced investing, passive investing, behavioural economics, AI in wealth management, and more.



Social Media ●

@PreetBanerjee

127K+ Subscribers on YouTube

Over 140 Videos
Over 7.9 Million Views!



Using Google's NotebookLM to generate a personalized podcast about your retirement
2.5k views • 1 year ago



Why did Bruce Wayne buy an entire bank to save Martha Kent's house? Pop Finance ...
713 views • 1 year ago



The Yen Carry Trade Explained with Examples and What Happens When It ...
19k views • 1 year ago



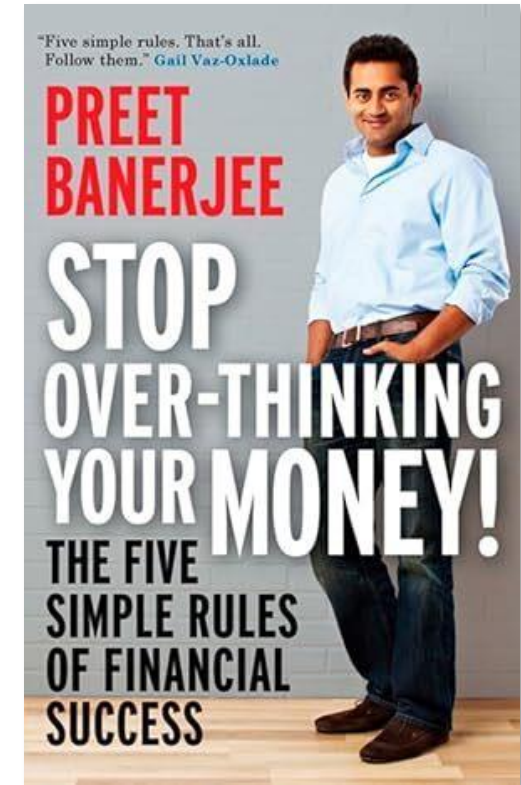
Monday Market Meltdown: Explaining the 12.4% Nikkei Plunge and What It Means for ...
2.3k views • 1 year ago



Explaining the NYSE Glitch That Tanked Berkshire Hathaway by 99% in ONE second
6.7k views • 2 years ago



What is going on with GameStop (2024 Edition) - Explained
2.2k views • 2 years ago



In his book, *Stop Over-Thinking Your Money!*, Banerjee explains in five simple rules how to think about — and confidently take charge of — your money.



Tangerine – TFSA Video

Preet has partnered with businesses (such as Brighthouse Financial and Tangerine) to create customized, informative and engaging B2B and B2C content.

Brighthouse Financial – Client Confidence about Retirement Obstacles

THE GLOBE AND MAIL

Want to invest smarter? Bounce ideas
off family and friends



PREET BANERJEE >

SPECIAL TO THE GLOBE AND MAIL

PUBLISHED SEPTEMBER 22, 2024

Preet is a regular contributor to *The Globe and Mail*.



CBC

IE

**INVESTMENT
EXECUTIVE**

**Global
NEWS**



MACLEAN'S

MoneySense

**BNN
Bloomberg**

**BUSINESS
INSIDER**

Preet is available to partner with brands for a variety of initiatives, including:

- Spokesperson roles
- Media appearances
- Digital video and television ads
- B2B and B2C initiatives
- Event hosting
- Guest appearances
- and more

Past partners:



Brighthouse
FINANCIAL®



WHITTEN & LUBLIN
EMPLOYMENT LAWYERS

Tangerine™



Bank

Partnership Opportunities ●



For more information, please contact:

info@thespotlightagency.com

thespotlightagency.com

Contact Us 